

2023 Annual Report

Executive Summary

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report at:



MOXI: A Community of Play and Possibility

MOXI has established itself as a vibrant hub for playful learning, dedicated to fostering curiosity, creativity, and a sense of belonging. Our success revolves around meeting community needs and cultivating meaningful programs that allow kids and families to flourish.

At MOXI, collaboration and community go hand in hand. We partner with schools and local organizations to share the benefits of STEAM learning through play. Thanks to our interactive exhibits and innovative programs, we work to ensure that all community members - regardless of background - have access to top-quality educational experiences.

You are vital to making this possible. Here's to many more years of discovery together.

Robin

Robin Gose, Ed.D.
President + CEO



Play matters.

Since 2017, we have dedicated ourselves to being an active and dynamic presence in our community, striving to meet its needs, fostering meaningful relationships, and providing a space where curiosity and creativity thrive.

Your support has enabled us to inspire and engage over one million guests from all over the country. We look forward to continuing to make a difference in the lives of children and families in Santa Barbara, and beyond, with a world-class facility and top-notch educational programs that will grow along with our guests. I am excited for a bright future ahead.

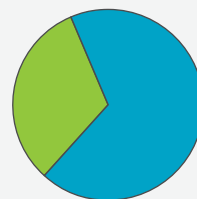
Andy

Andy Winchester
Board Chair



By the Numbers

160,377 Guests Welcomed



32% Members
68% Non members



Field Trip Students:
11,814



Students from Title I
schools: **8,635**

672 Teachers admitted for free

120 Students served in afterschool
programs at their schools



251 Camp participants
10% received camp scholarships

1,454 Adults attended 21+ programming
(Happy Hour + Afterparty)

2,938 Membership households

26 Weddings / Private events



Museum Happenings

Exhibit experiences designed to engage in joyful discovery.

Big Blue Blocks, MOXI Tots, and Seaside Sock Skating allowed visitors to use their whole bodies to learn, build, slide, and climb.

The Climate Change Awareness Expo featured ice-themed activities encouraging climate action.

Generously sponsored by the Amon Family Fund.



Camps

Crafted to inspire curiosity and nurture creative thinking.

In addition to STEAM programming, MOXI's Camps are all about building strong, well-rounded kids. 10% of campers attend thanks to scholarships provided by MOXI's accessibility fund.



Collaborating with Local Schools

Working together to build a community of learning for all.

Afterschool Program

In 2023, MOXI kicked off an ambitious goal to offer four weeks of STEAM programming to every fifth and sixth grade student enrolled in afterschool expanded learning programs in the cities of Santa Barbara and Goleta. We have now served more than 70% of our public elementary schools, with a goal to reach 100% by the end of 2025.

Field Trips

Field trips to MOXI transform classroom lessons into interactive experiences, igniting students' curiosity and enthusiasm for learning. Over 11,000 kids enjoyed free field trips, nearly two-thirds from Title I schools.

"Partners like MOXI are crucial to enhancing student growth, bridging learning gaps, and providing opportunities to grow in critical thinking, perseverance, and STEM identity."

- Ellen Barger, Assistant Superintendent of Curriculum & Instruction at the Santa Barbara County Education Office

Thanks to the Harold McAlister Charitable Trust, Mosher Foundation, U.S. Bank, and the Towbes Foundation for their support of afterschool programs.



Community Partnerships

Forging strong partnerships that enhance our collective impact and enrich the lives of those we serve.

MOXI's Community Partner Membership Program partners with local non-profits, libraries, and services organizations to provide discounted or free annual Memberships to ensure constituents can enjoy the museum at no cost by showing a Membership card, museum pass, or organization ID.

1,945 visitors attended thanks to Community Partner Memberships, which continue to reach more and more people from under-resourced communities each year.



Did you know you can check out a MOXI Membership from the library?



- Carpinteria Community Library
- Goleta Valley Library
- Lompoc Public Library System
- Santa Barbara Public Library
- Council on Alcoholism and Drug Abuse (CADA), Santa Barbara
- Court Appointed Special Advocates (CASA), Santa Barbara County
- Peerbuddies
- San Marcos High School Transition Program

Signature Events

Ensuring that MOXI can continue to offer top-notch STEAM programming to all families in our community.

The Power of MOXI Spring Brunch

Keynote speaker Melissa Wilder emphasized the importance of creativity in education. California State Senator Monique Limón discussed MOXI's critical role in the educational ecosystem.

"If we are going to raise young people who will change the world, then we have to give them spaces to create, explore and imagine a new future."

- Melissa Wilder, former Director of Academic Innovation at The Riviera Ridge School

Bank of America presents MOXI@Night: A Celebration of Sound + Light

This illuminating evening celebrated the science of sound + light through a variety of playful and immersive experiences throughout the museum.

"Bank of America's partnership and ongoing investment into MOXI helps ensure STEAM programs, and everything the museum has to offer, is accessible to all children and families to better help prepare them for the world of tomorrow."

- Midge Campbell-Thomas, Ventura-Santa Barbara President, Bank of America



Over \$40K raised to support MOXI's accessibility fund



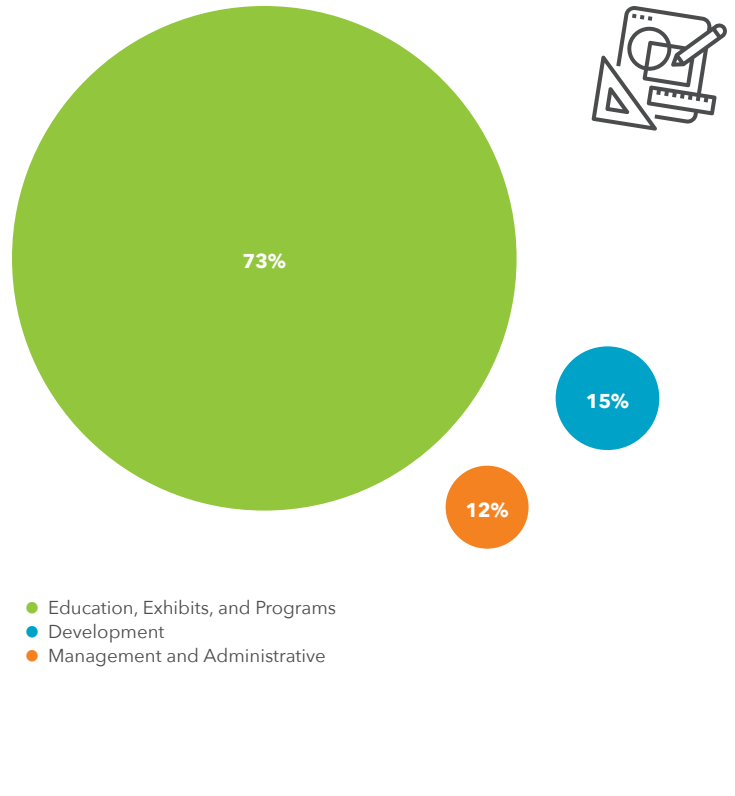
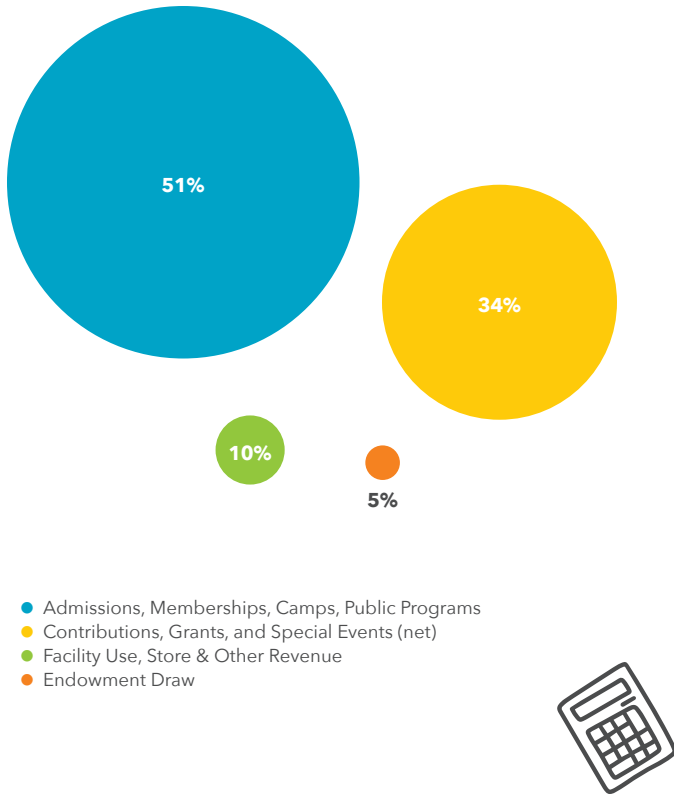
\$240,000 raised for outreach programs, STEAM education, and accessibility programs



Financials

Total Operating Revenue: \$3,571,938

Total Operating Expenses: \$3,919,340



- Admissions, Memberships, Camps, Public Programs
- Contributions, Grants, and Special Events (net)
- Facility Use, Store & Other Revenue
- Endowment Draw

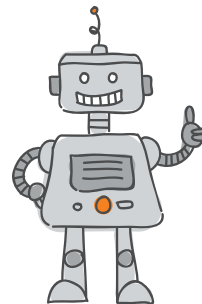
- Education, Exhibits, and Programs
- Development
- Management and Administrative

2023 operating revenue was driven by strong growth in admissions and amplified by generous support from our donors. MOXI's diverse revenue streams supported expanding educational programs in the community, planned capacity building investment, and continued to lay a solid foundation for exciting new capital investments.

Thank you for being a part of our community.

See our full list of supporters at moxi.org/2023-annual-report.

Join us today in ensuring quality STEAM education for today's children and future generations at moxi.org.



View the full report at:



MOXI's mission is to ignite learning through interactive experiences in science + creativity. As a private 501c3 nonprofit organization, MOXI depends on the generous support of the community to fund its programs + exhibits.